

**Last Received:** 09/28/2012 2:47 PM  
**Showing Buylines:** All Lines

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.
<b>Advertiser</b>	( ) DETROIT INTL BRIDGE
<b>Product</b>	order
<b>Estimate#</b>	924930
<b>Buyer</b>	Julie Keane
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** DIBC/ORDR/924930  
**Flight Dates** 09/24/2012 - 09/30/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	11A-12P	EIGHT WEST	:30	\$100.00	09/24-09/24	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	2	TU	11A-12P	EIGHT WEST	:30	\$100.00	09/25-09/25	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	3	W	11A-12P	EIGHT WEST	:30	\$100.00	09/26-09/26	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	4	TH	11A-12P	EIGHT WEST	:30	\$100.00	09/27-09/27	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	5	F	11A-12P	EIGHT WEST	:30	\$100.00	09/28-09/28	1	1	1	\$100.00	
Rating: 0.7												
Buyline Comment: LENGTH CORRECTED												
	6	M	12P-1P	NEWS	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CORRECTED												
	7	TU	12P-1P	NEWS	:30	\$450.00	09/25-09/25	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												

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**Salesperson FAX#** 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	8	W	12P-1P	NEWS	:30	\$450.00	09/26-09/26	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												
	9	TH	12P-1P	NEWS	:30	\$450.00	09/27-09/27	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												
	10	F	12P-1P	NEWS	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
Rating: 4.5												
Buyline Comment: LENGTH CHANGED												
	11	W	2P-3P	RACHEL RAY	:15	\$100.00	09/26-09/26	0	0	0	\$0.00	
Rating: 1.0												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	12	M	3P-4P	DOCTORS	:15	\$100.00	09/24-09/24	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	13	TU	3P-4P	DOCTORS	:15	\$100.00	09/25-09/25	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X CXL'D												
	14	W	3P-4P	DOCTORS	:15	\$100.00	09/26-09/26	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	15	TH	3P-4P	DOCTORS	:15	\$100.00	09/27-09/27	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X N/A, MGKD ON LNS 48-49												
	16	F	3P-4P	DOCTORS	:15	\$100.00	09/28-09/28	0	0	0	\$0.00	
Rating: 1.1												
Buyline Comment: 1X CXL'D												

<b>Rep Order#</b>	6854994	<b>Ver#</b>	7	<b>Mod#</b>	3	<b>Status</b>	Confirmed
<b>EC'd</b>	Yes						

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<b>Fax#</b>	

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	17	M	5A-6A	NEWS	:30	\$225.00	09/24-09/24	1	1	1	\$225.00	
Rating: 2.0	Buyline Comment: LENGTH CHANGED											
	18	TU	5A-6A	NEWS	:30	\$225.00	09/25-09/25	1	1	1	\$225.00	
Rating: 2.0	Buyline Comment: LENGTH CHANGED											
	19	W	5A-6A	NEWS	:30	\$225.00	09/26-09/26	1	1	1	\$225.00	
Rating: 2.0	Buyline Comment: LENGTH CHANGED											
	20	TH	5A-6A	NEWS	:30	\$225.00	09/27-09/27	1	1	1	\$225.00	
Rating: 2.0	Buyline Comment: LENGTH CHANGED											
	21	F	5A-6A	NEWS	:30	\$225.00	09/28-09/28	1	1	1	\$225.00	
Rating: 2.0	Buyline Comment: LENGTH CHANGED											
	22	M	9A-10A	TODAY SHOW II	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	
Rating: 3.5	Buyline Comment: LENGTH CHANGED											
	23	TU	9A-10A	TODAY SHOW II	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
Rating: 3.5	Buyline Comment: LENGTH CHANGED											
	24	W	9A-10A	TODAY SHOW II	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
Rating: 3.5	Buyline Comment: LENGTH CHANGED											

<b>Rep Order#</b>	6854994	<b>Ver#</b>	7	<b>Mod#</b>	3	<b>Status</b>	Confirmed
<b>EC'd</b>	Yes						

Traffic Order# 207764

Printed: 09/28/2012 4:18 PM

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**Agency C/P1/P2/E** DIBC/ORDR/924930  
**Flight Dates** 09/24/2012 - 09/30/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

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	25	TH	9A-10A	TODAY SHOW II	:30	\$500.00	09/27-09/27	1	1	1	\$500.00	
	Rating: 3.5											
	Buyline Comment: LENGTH CHANGED											
	26	F	9A-10A	TODAY SHOW II	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	Rating: 3.5											
	Buyline Comment: LENGTH CHANGED											
	27	SA	6A-7A	NEWS	:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
	Rating: 2.6											
	Buyline Comment: LENGTH CHANGED											
	28	M	5P-530P	NEWS 8 AT 5PM	:30	\$1,100.00	09/24-09/24	1	1	1	\$1,100.00	
	Rating: 6.8											
	Buyline Comment: LENGTH CHANGED											
	29	TU	5P-530P	NEWS 8 AT 5PM	:30	\$1,100.00	09/25-09/25	1	1	1	\$1,100.00	
	Rating: 6.8											
	Buyline Comment: LENGTH CHANGED											
	30	W	5P-530P	NEWS 8 AT 5PM	:30	\$1,100.00	09/26-09/26	1	1	1	\$1,100.00	
	Buyline Comment: LENGTH CHANGED											
	31	TH	5P-530P	NEWS 8 AT 5PM	:30	\$1,100.00	09/27-09/27	1	1	1	\$1,100.00	
	Rating: 6.8											
	Buyline Comment: LENGTH CHANGED											
	32	F	5P-530P	NEWS 8 AT 5PM	:30	\$1,100.00	09/28-09/28	1	1	1	\$1,100.00	
	Rating: 6.8											
	Buyline Comment: LENGTH CHANGED											
	33	TU	530P-6P	NEWS 8 AT /NEWS8 AT	:30	\$1,200.00	09/25-09/25	1	1	1	\$1,200.00	
	Rating: 7.5											
	Buyline Comment: LENGTH CHANGED											



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Product order

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Buyer Julie Keane

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Hiatus Weeks

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Sales Office ( ) PHILADELPHIA

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	43	W	11P-1135P	NEWS 8 AT 11PM	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
Rating: 5.9												
Buyline Comment: LENGTH CHANGED												
	44	TH	11P-1135P	NEWS 8 AT 11PM	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
Buyline Comment: LENGTH CHANGED												
	45	F	11P-1135P	NEWS 8 AT 11PM	:30	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	
Rating: 5.9												
Buyline Comment: LENGTH CHANGED												
	46	SA	11P-1130P	NEWS	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	
Rating: 6.7												
Buyline Comment: LENGTH CHANGED												
	47	SA	8P-11P	PRIME ENCORES	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
Rating: 2.9												
Buyline Comment: LENGTH CHANGED												
	48	M-F	3P-4P	DR OZ	:30	\$200.00	09/24-09/28	2	1	2	\$400.00	
Buyline Comment: MKGD FOR LNS 11-15												
TP CHNG, 1X ADDED												
	49	M-F	2P-3P	RACHAEL RAY	:30	\$200.00	09/24-09/28	1	1	1	\$200.00	
Buyline Comment: MKGD FOR LNS 11-15												

---REPORT TOTALS---

Report Totals: 44 / \$30,175.00

---SALES MONTHLY TOTALS---

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Product order

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Flight Dates 09/24/2012 - 09/30/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

Sep 12: 44 / \$30,175.00

Sales Totals: 44 / \$30,175.00

Station Totals: 44 / \$30,175.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$73,169	CATV	0%	WOOD	41%	WOTV	0%	WWMT	36%	WXMI	6%
		WXSP	0%	WZPX	0%	WZZM	15%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE